

# The Ben Cote Band @ ROCKFEST (Gardner, MA)

DATE: Saturday, August 16, 2025  
LOCATION: Gardner, Massachusetts, US

## Event Description

The Ben Cote Band @ ROCKFEST (Gardner, MA) is a premier festivals event in Gardner. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

## Key Information

**Category:** festivals

**Importance Rank:** 32/100

**Expected Attendance:** 124 people

**Event ID:** 6R45dLKekR79dwgwZd

## Hotel Demand Indicators

**ADR Impact Index:** 4.2x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 50 across all properties

*Note: Actual impact varies by property location, star rating, and local market conditions.*